



Not such a bright idea...

Recently, the ACCC announced that energy retailer, Lumo Energy Australia Pty Ltd (**Lumo**), paid a penalty of \$10,800 in response to allegations by the ACCC that Lumo made false or misleading representations with respect to the price of its retail gas tariff.

Specifically, the ACCC alleges that Lumo's call centre staff made representations to a number of consumers that the Australian Energy Regulator was responsible for increases to Lumo's retail gas tariffs, when in fact the rise was just a commercial pricing decision made by Lumo.

This penalty serves as a timely reminder for our clients who own or run businesses, to ensure that their front line staff are aware of, and comply with, their obligations under the Australian Consumer Law, including in relation to any potentially misleading statements made on behalf of the business.

Need advice in relation to consumer law? Our Commercial team can help.

Malcolm Brown
Consultant
mbrown@kaluskennyintalex.com.au

Natalie Lasek
Associate
nlasek@kaluskennyintalex.com.au